



A Smart Place to Live

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**FOR IMMEDIATE RELEASE**

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## **The City of College Park Launches Advertising Campaign to Attract New Residents**

**College Park, MD – (May 28, 2013)** College Park, Maryland unveiled a new campaign to entice people to buy a home in the bustling college town of more than 30,000 people. The campaign focuses on Washington, D.C.-area commuters as well as the more than 10,000 people employed at the University of Maryland who currently reside outside of College Park.

“It’s the culmination of a year-long effort, working with our businesses, neighbors, and government representatives to enhance the city’s image by promoting the benefits of College Park that many often overlook,” said College Park Mayor Andrew Fellows. Officials from College Park worked closely with a Baltimore-based advertising agency, idfive, to enhance the city’s brand, including the creation of a new logo and tagline: A Smart Place to Live.

The city and its ad agency developed the integrated advertising campaign using broad input and insights from various studies, the City Council, and the residential, business, and university communities. The campaign promotes the value of moving to College Park by focusing on key benefits: its proximity to Washington, D.C. and the University of Maryland; its highly educated community; its abundance of green space; its convenient public transportation options; and the affordability of its homes compared to those in surrounding areas. The marketing push also provides an opportunity to promote the city’s existing New Neighbor Homeownership Grant Program, which offers homebuyers up to \$5,000 towards the purchase of their new home.

Michael Stiefvater, Economic Development Coordinator for the city, believes the campaign will succeed because it was ultimately driven by feedback from the College Park community itself. “Our expectation is that we’ll open a few eyes, introduce people to a side of the city they may not have known about and, ultimately, encourage homebuyers to become a part of a smart, close-knit community that’s full of charm.”

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Scheduled to coincide with the peak home buying season, the campaign will run through early-summer across multiple channels with ads in the University of Maryland's Diamondback newspaper and the Washington Post Express, targeted mobile and desktop ads on Pandora Internet Radio, search marketing, trade show materials, outdoor signage and an informational webpage featuring resources for potential homeowners ([www.collegeparkmd.gov/LiveSmart](http://www.collegeparkmd.gov/LiveSmart)).

**About College Park:** Situated five miles outside of Washington, D.C. in Prince George's County, MD, the City of College Park has a population of more than 30,000 residents. It's home to the University of Maryland's flagship campus, the "Archives II" facility of the National Archives, Lake Artemesia and the world's oldest continuously operating airport.

**About idfive:** idfive is an award winning integrated, interactive advertising, web design, and brand consulting agency. Founded in 2005, the Baltimore-based agency creates working solutions for clients throughout the United States. Specializing in strategic marketing and web solutions for clients in the fields of higher education and not-for-profit, idfive brings an unparalleled level of expertise in cutting edge technologies and informed design to its marketing strategies. idfive utilizes the principals of informed design to focus real knowledge of market, audience, competitiveness, design and technology to create strategies that work.

For more information on this initiative please contact Michael Stiefvater at [mstiefvater@collegeparkmd.gov](mailto:mstiefvater@collegeparkmd.gov).

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